

The Salem State Log
Handbook

Stylebook &
Writing Guide

Fall 2006

Notes

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academic departments The proper names of academic departments are not capitalized, unless the name refers to a proper noun, such as English or American studies. The word department is always lowercase. The article the preceding department names should never be capitalized.

Students in geography or English might disagree, but most people know the best students in the school come from the communications department.

Also, see **department of economics**.

acronyms See **initials**.

administration Always lowercase. *The Harrington administration.*

administrative assistant Never capitalize; not an official title. *“It was held in the Commons this year because more people would be there to view the presentation, even if they were not there intentionally,” said SGA administrative assistant Sharon Rivers. (Meghan Griffin and Heather Hopkins)*

adviser Never advisor. Since it not a formal title, it is always lowercase. *RHA adviser Mathew Chetnik also agreed that the Associate Council should take more time and bring new ideas to the table. (Sarah Bernardi)*

assistant professor, associate professor
See **professor**.

Board of Trustees Always capitalized when referred to with this construction; always use this construction on first reference. On second reference, board is acceptable. A singular term, it takes singu-

lar verbs. *Over the past few months, the Board of Trustees has met twice to discuss the past, present and future of Salem State College, with the tune of each meeting being that the school is in good shape heading into the next school year. (Paul Collins)*

Also, see **trustee**.

briefs bylines See **bylines**.

bursar Capitalized only when used as a formal before a name; lowercase in all other uses. *According to Bursar Julie Collins, the college distributed six notifications regarding tuition and fees since the trustees voted to raise them. (Giovanni Albanese Jr.)*

bylines For stand-alone stories, the word by is uppercase and is never followed by any punctuation. The second line is the reporter’s job title. If the reporter sits on the editorial board, use his editorial board title, regardless of whether or not the story appears in the section for which the writer edits. If the reporter does not sit on the ed board, use Log Staff. Examples:

By Kristen Morneau
Sports Editor

By Joe Perna
Log Staff

For stand-alone stories with multiple reporters, the order of the reporters’ names in the byline is at the section editor’s discretion; it is recommended, though, that the names be alphabetized by last name. Only one job title should be used for both reporters; if at least one of the reporters does not have an ed board title, use Log

Staff. Example:

By Lisa Nichols and Eric Goldberg
Log Staff

[Lisa contributed more to the story.]

If both reporters have ed board titles, combine them when possible. When not possible, use Log Editors. Examples:

By Meghan Griffin and Heather Hopkins
News Editors

[Meghan was associate news editor;
Heather was news editor.]

By Benjamin Navon and Jessica Marie
Rockwood
Log Editors

[Ben was editor in chief; Jess was contributing editor.]

For briefs, the byline appears at the end of brief, preceded by an em space, flush right. There should be a briefs byline style on the style sheet. Example:

—Bethany Chase

If all the briefs are written by one reporter, the byline should read Compiled by and include the reporter's title. Example:

Compiled by Benjamin Navon
Editor in chief

Reporters who contribute to a story but are not co-authors are credited at the end of the story in italicized body text style with uniform language. Example:

Kristen Bartlett, Amy LaFave and Lisa Nichols also contributed to this article.

campus Lowercase, except when referring to a specific campus. *At a "Meet the Candidates" event, which took place during community time on Monday, April 3 in*

the North Campus Dining Commons, candidates spoke on what issues they believed were at the forefront of their campaigns. (Meghan Griffin and Heather Hopkins)

Always use the full names of the campuses at the college, even on second reference; to avoid confusion, never omit Campus. The official names of the campuses at the college are:
Central Campus
North Campus
South Campus

Also, see **O'Keefe Center**

campus police Always lowercase. Also acceptable is public safety.

chairperson Offices of Salem State tend to use this term formally, to refer to the head of academic departments and boards; capitalize directly before a name, and do not separate the title from the name with punctuation. Do not use chair, chairman or chairwoman when referring to someone at Salem State, unless that is the person's specific title. *Faculty member Bill Cunningham, chairperson of the theatre department, directed a rendition of this comedy. (Marea Tith)*

Plural is **chairs**, not chairpeople or chairpersons.

commonwealth Always lowercase when used as a noun, whether alone or with of Massachusetts. When an adjective is needed, use state. See state in the AP Stylebook. *The commonwealth of Massachusetts, to which resident students might turn for more money, is not currently taking any steps to alleviate the federal government's proposed cuts to student aid, according to Sally Teixeira of the*

state's student and secondary education support group. (Matthew Delman)

compositions, artistic See **titled**.

contributing reporters See **bylines**.

course titles Always uppercase, except for prepositions and articles; in other words, headline rules. *I took Introduction to Music. If you're thinking that I took anything from that class out into the world, you'd be wrong. (Crystal Silva)*

department of economics The only academic department at Salem State the proper name of which is constructed with department preceding the discipline.

dormitory The shortened form dorm is acceptable on first reference.

dormitory names Use the full name of dorms on first reference. Shortened names may be used thereafter as long as it does not cause confusion. Never shorten Peabody Hall. The official names of the campuses at the college (with their shortened names in parentheses) are:

the Bates Complex (Bates)

Bowditch Hall (Bowditch)

the Central Campus Dorms (Central)

Peabody Hall

Dr. See **titles**.

E-Board The abbreviation for Executive Board; preferable on second reference and thereafter. *Theberge further explained that the other members of the E-Board were not soliciting her opinion on important issues. (Meghan Griffin)*

e-mail Not email and not e-mail address. See the AP Stylebook for more information.

e-mail tag Always flush right and italics; no period at the end. There should be an e-mail style on the style sheet. The e-mail address used should follow the reporter's assigned section, not the section of the paper where the story is. Example:

*Kristen Morneau's e-mail is
sports@ssclog.com*

In cases where there are multiple reporters on a story, the e-mail tag should read thusly:

The reporters' e-mail is news@ssclog.com

entitled Use it to mean a right to do or have something. Do not use it to mean titled. See **titled**.

Executive Board Always uppercase; always spell out on first reference. *Mitchell may also have benefited from students recognizing his name on the ballot, due to his service on the SGA Executive Board. (Heather Hopkins and Meghan Griffin)*

extensions See **telephone numbers**.

faculty, the Refers to all the instructors in a school and takes a singular verb. The faculty is is preferable to faculty are. *Chris Fauske, assistant dean of the School of Arts and Sciences, believes there is a lot of difficulty in trying to be cautious at this school because the faculty is encouraged to have an open-door policy to students. (Allison Dick)*

faculty member, faculty members Refers to one or more instructors in a school, but fewer than all the instructors

in a school. *Faculty members who participate in the “laptop boot camp program” receive a Dell 610 from the school, as do many other faculty members who get their laptops from Salem State.* (Allison Dick)

freshman Always masculine, even when referring to female students. Plural is freshmen.

full quotes See “Quote Forms” in the writing guide.

headlines See section in writing guide.

ID Short version of form of identification. Acceptable on first reference; no periods necessary. *The theater department is offering free tickets to all Salem State employees for the production’s opening night, and students will be able to attend for free with a college ID.*(Jonathan Lunde)

initials Individuals who go by their initials should be referred to with the letters squeezed, no spaces, with periods. *J.D. Scrimgeour found the sentence above chalked on the blackboard.*

Groups should always be referred to by their full name on first reference; on second reference, it is acceptable to refer to them using their initials, or acronym. The letters should be squeezed, no spaces, without periods. *CESA presenters are available to present workshops upon student’s requests...* (Dan Dourian)

Do not use *the* or any other article when referring to a group by its initials. *While Cogliano, a resident student, has no official relationship with RHA, he did run on a ticket with resident assistant Michael Mitchell.* (Heather Hopkins)

Use an article, if appropriate, when using a group’s initials as an adjective. *This year, the SGA candidates got the opportunity to answer questions and introduce themselves to students during “Meet the Candidates,” in the Dining Commons.* (Meghan Griffin) [SGA modifies candidates]

Avoid using initials or acronyms in headlines whenever possible. If initials must be used in a headline, whether of an individual or a group, the letters should be squeezed, no space, with no periods. *Theberge Blasts SGA* (82:5, Nov. 1,2006)

Mainstage Auditorium

men’s Always use a hyphen to denote the possessive, as in team names. *The Salem State community was shocked April 18 to learn of the death of men’s basketball player Kris Gentilotti.* (Benjamin Navon)

Mr. Do not use, unless it is to clarify the gender of a person mentioned in a story.

Ms. Do not use, unless it is to clarify the gender of a person mentioned in a story.

multicultural Not multi-cultural.

O’Keefe Center The official name for the athletic facility, where Alumni Field is located. Always use O’Keefe Center on first reference; O’Keefe is acceptable thereafter.

on-campus, off-campus Hyphenate when campus is used as an adjective, even if the preposition is separated from campus. *Resident students live in either on- or off-campus housing.*

Do not hyphenate when campus is used as a noun. *This is a wonderful opportunity*

for Salem State students to show what a positive force we can be, both on and off campus. (Benjamin Navon)

paraphrased quotes See “Quote Forms” in the writing guide.

partial quotes See “Quote Forms” in the writing guide.

President Harrington This form is acceptable on first reference and thereafter; it is not necessary to use the first name or any other title in reference to the president of the college. This is the only exception to the titling rule, except for President Bush.

president Do not abbreviate. Capitalize when used as a formal title before a name. Outgoing President Matthew Cogliano’s name will be on the ballot, but not for a student government position. (Erik Johnson)

professor, assistant professor, associate professor An academic rank, not a formal title; always lowercase, even when preceding a name. When referring to a faculty member for the first time, give his rank, title—probably Dr.—and academic department. *A month after his laptop was stolen, history assistant professor Dr. James Hoover is still hoping for a call from campus police saying they found it.* (Allison Dick)

See AP stylebook for more on academic titles.

public safety See **campus police**.

Program Council The formal name of the group; always use on first reference. It is not necessary to use the article the

beforehand. On second reference, the council is the preferred abbreviated reference; PC is acceptable, but only when using will not cause confusion with other terms, like political correctness or personal computer. *After being given the second largest budget of any group or club here on campus, Program Council still managed to overspend by thousands of dollars this year.* (Jessica Marie Rockwood)

quotes See “Quote Forms” in the writing guide. Also see **references**.

RA Abbreviation of resident assistant. Acceptable on second reference. Plural is RAs.

references See “Quote Forms” in the writing guide.

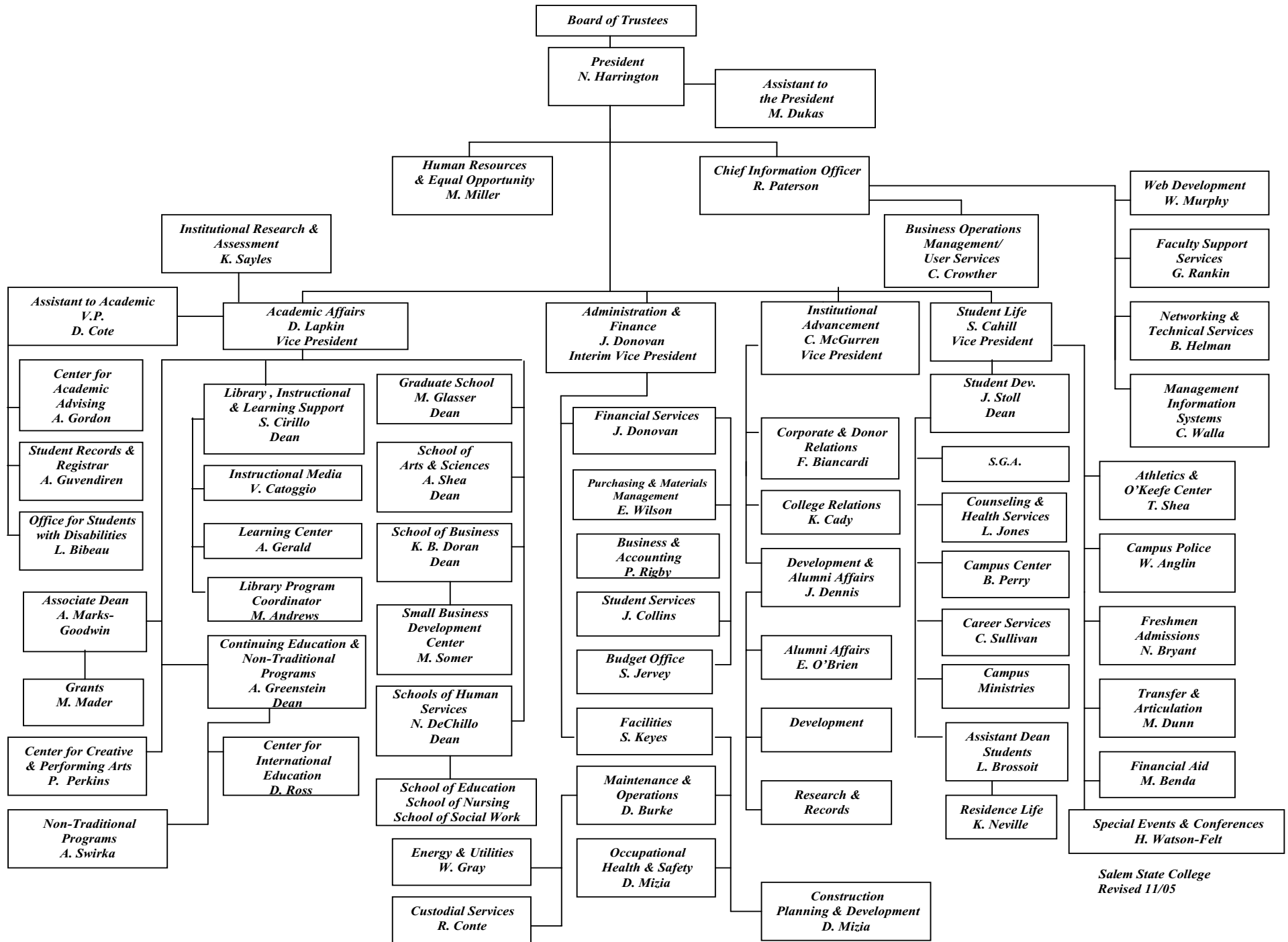
Registrar An official title, capitalized before a name and used as a title.

resident assistant Always lowercase, even when used as a title. *With resident students casting the majority of the votes, Mitchell — who currently serves as a resident assistant — may have had the advantage of a large base from which to draw support that Meshesha, as a commuter student, did not.* (Meghan Griffin and Heather Hopkins)

RHA Acronym for Residence Hall Association. Acceptable on first reference. *RHA President Alex Slazar finished a distant fourth with xx votes.* (Meghan Griffin and Heather Hopkins)

Salem State Always spell out; never use SSC. When used as an adjective, use Salem State, never Salem State College. *The accusations of misconduct were denied by Salem State police Chief Bill*

Salem State College organizational chart



Salem State College
Revised 11/05

Anglin.

When used as a noun, Salem State is acceptable on first reference; Salem is acceptable on second reference, except when it will cause confusion. *Mayor Kim Driscoll thought the school's theater might be moved to downtown Salem, but the Salem State theater department objected.*

school names School names always take a singular verb and the singular possessive form. *After losing Saturday afternoon 4-2 against the No. 10 nationally-ranked Bowdoin Polar Bears for the second time this season, Salem State's record slipped to 9-8-2.* (Tara Higgins)

School of Arts and Sciences Use the full name on first reference, and capitalize school. *Chris Fauske, assistant dean of the School of Arts and Sciences, believes there is a lot of difficulty in trying to be cautious at this school because the faculty is encouraged to have an open-door policy to students.* (Allison Dick)

'The School of' may be dropped on second reference.

When used as an adjective, the School of should not be used.

schools of the college Schools of the college and their affiliated departments are:

School of Arts and Sciences

art
biology
chemistry/physics
communications
computer science
economics
English

foreign languages
geography
geological sciences
history
interdisciplinary studies (IDS)
mathematics
music
philosophy
political science
psychology
sociology
sport, fitness, and leisure studies
theatre and speech

School of Business

accounting and finance
management
marketing and decision sciences

Schools of Human Services

criminal justice
education
nursing
occupational therapy
social work

semesters Usually lowercase; uppercase only when used with a year. *As far as for putting the plan into action, Greenman said, "It is hoped that the new catalog for Fall 2008– Spring 2010 will be mostly 121 credit programs," said Greenman.* (Crystal Silva)

SGA See Student Government Association.

Student Government Association The official name of the group; must be used on first reference. On second reference,

the shortened form SGA is acceptable. The article the is not preferred for use with either form. *That amount is exceeded only by the budget of the Student Government Association, the organization that distributes money to all student groups and clubs.* (Jessica Marie Rockwood)

student groups and clubs This is the preferred way of referring to the organizations overseen by SGA. Avoid clubs by itself; they are all groups, but they are not all clubs. *At a mandatory meeting held Thursday, April 13, only 14 of the 31 SGA-funded student groups and clubs were in attendance.* (Benjamin Navon)

teams Team names always take a plural verb and the plural possessive. *The Vikings always play hard.*

telephone numbers Telephone numbers are always presented with hyphens, not parentheses, periods or any other punctuation. *If there are any questions or concerns, please contact Human Resources at 978-542-6026.* (Christine Simoncini)

Telephone extensions are always preceded by the abbreviation ext. followed by a space, not x or any other abbreviation. For on-campus telephone numbers, it is not necessary to include the area code or exchange; the extension will suffice. *To register or for more information, go to the Wellness Center at the O'Keefe Center or call ext. 6551.* (Kristen Sacco)

The Log's telephone numbers are 978-542-6649 (newsroom) and 978-542-6448 (business office). All telephone numbers at Salem State College use the area code 978 and the exchange 542.

The Log Capitalize and italicize both

words when used as a noun, capitalize and italicize only the second word when used as an adjective. Example: Before The Log is published on a Wednesday, the Log staff meets the previous Monday.

time Use the word to, not a dash, between beginning and ending times of an event. *Two sessions of the workshop will be held in Central Campus Room 128, from 9:30 a.m. to 11:30 a.m. and again from 1:30 p.m. to 3:30 p.m.* (Paul Collins)

titled Use it for the name of an artistic composition; do not separate the verb from the name. Punctuation always goes inside the quotation marks. *The documentary, titled "Left on Pearl: Women Take Over 888 Memorial Drive, Cambridge," is based on the 1971 incident in which 150 women seized a Harvard building to create a women's center, simultaneously ending a march celebrating National Women's Day.* (Paul Collins)

titles Capitalize titles that come directly before the name of person who holds the title; do not separate the title from the name with punctuation. *Salem State College President Dr. Nancy Harrington could not be reached for comment.*

Do not capitalize titles that follow a name; do separate the name from the title with punctuation. *Dr. Nancy Harrington, president of Salem State College, could not be reached for comment.*

Do not use titles on second reference or any reference thereafter.

On first reference, always use the title Dr., even in combination with other titles. *President Dr. Nancy Harrington could not be reached for comment.*

trustee Not an official title; never capital-

ized, even when used before a name.

vice president of academic affairs Vice president is not hyphenated; the correct preposition is of, not for. A formal title, it is only capitalized when it directly precedes the office holder's name. *He met with Dr. Diane R. Lapkin, vice president of academic affairs, whose office is responsible for setting credit requirements.* (Crystal Silva)

vice president of student life Vice president is not hyphenated; the correct preposition is of, not for. A formal title, it is only capitalized when it directly precedes the office holder's name. *Due to the promotion of Dr. Stanley Cahill from vice president of student life to executive vice president, and the subsequent redistribution of some of his duties, the college has named freshman admissions director Nate Bryant acting assistant dean of students.* (Benjamin Navon)

Web site Not website. According to the Salem State College Web site, *Program Council is a student organization that develops, organizes and implements programs that serve the cultural, educational, recreational and social interests of the student body and the Salem State College community.* (Jessica Marie Rockwood)

The Log's Web site is www.ssclog.com.

women's See **men's**.

The Salem State Log Writing Guide

HEADLINES

General guidelines

- should be clear, leaving no room for misinterpretation
- should be short and to the point — no extraneous words
- should fit as much of the space available as possible, but at the least 3/4 of the space available
- If a headline has multiple lines, the subject and verb should always be on the first line.
- should be checked carefully for spelling, grammar, correct word usage and red flags
- reporters and section editors should always file stories with suggested headlines.
- the editor in chief has final authority over all headlines.

abbreviations Abbreviations should be avoided in most cases, unless it is well known; acceptable examples include *Prez*.

If an abbreviation is used, do not use a period at the end of the word.

acronyms Acronyms should be avoided in most cases, unless it is well known; acceptable examples include *SGA*, *MassPIRG*.

If an acronym is used, do not use periods within or at the end of the word.

and The preferred method of expressing *and* is with a comma. *Trustee, Administrator Tussle over Buses*

An ampersand — & — may be substituted for the word *and*.

capitalization Words at the beginning of a line should always be capital-

ized — no exceptions.

Words at the end of a line may be capitalized at the editor's discretion.

All words should be capitalized except articles (*a, an, the*), conjunctions (*and, but, or*), and prepositions (*by, to, from, before, after*, and so on).

numbers Numbers should always be written as numerals, never words — i.e., 5, 50, 500.

It is preferable to use K for thousands and M for millions, etc.; do not put a space between the numeral and the letter — i.e., 20K = 20,000; 2M = 2,000,000.

Always use a dollar sign before a monetary amount. *Tuition Skyrockets by \$436 a Year*

punctuation It is important to remember that while headlines generally follow the regular rules of grammar, most punctuation should be avoided. Exceptions include:

- the colon, which is used to link a headline with a superhead or subhead;
- the exclamation point: use sparingly, for special emphasis

Delay of Game!

- quotation marks — always use single quotation marks

- comma: see **And**

subheads Subheads go below the main headline, in smaller font size.

superheads SUPERHEADS go above the main headline, in smaller font size.

THE BRIEF

- consists of just the news peg—the timely event that makes this story

worth telling now.

- answers who, what, when, where.
- use when facts are not in contention.
- target length is 150 to 250 words.
- is it helpful to contact one source for additional information.

THE STAND-ALONE

- consists of the news peg + the interpretive element
- the news peg typically answers who, what, when, where.
- the interpretive element typically answers why, how.
- use when facts are in contention or to explore interests and motivations.

THE LITERARY MODEL

1. The lead

hook the reader

news peg — timely event that make this story worth telling now

who, what, when, where

angle/interpretive element

why, how

Body

organized for comprehension

emphasis on narrative

CHARACTER: who, why (motivation)

PLOT: what, how

SETTING: where, when

Kicker

rounds out the story

provides closure

QUOTES, FULL

When quoting a source for the first time in a story, when that source has not yet been identified: Start the graph with the first line of the quote, use a comma, use the speech verb ‘said’ (or ‘says’), use another comma, identify the speaker, use a period. Then continue the quote, if there’s more.

“I have violated no law, no regulation, no rule of the House,” said Representative Tom DeLay, House majority leader. “My defense in this case will not be technical or legalistic; it will be categorical and absolute. I am innocent.” (NYT)

When quoting a source already identified in a story, either as the speaker of a quote or as an actor in the story: Start the graph with the first line of the quote, use a comma, identify the speaker, use the speech verb ‘said’ (or ‘says’), use a period. Then continue the quote, if there’s more.

“I did not engage in insider trading,” Frist said. “I had no idea, when I sold that stock, that it was going to take a nosedive two weeks later.” (NYT)

When quoting a source that was identified much earlier in a story: Start the graph with the first line of the quote, use a comma, use the speech verb ‘said’ (or ‘says’), use another comma, briefly identify the speaker, use a period. Then continue the quote, if there’s more.

“Karl’s consistent position is that he will cooperate any time, any place,”

said Luskin, Rove’s lawyer. “He is cooperating fully with the special prosecutor.” (NYT)

QUOTES, PARTIAL

Punctuation always goes inside the quotation marks, except when a piece of a quote is used within a longer sentence.

Mr. Brownback did not use the term “settled law” to describe Roe—a phrase that, he said, would have been “a red flag” indicating she would not overturn the decision. (NYT)

A **capital letter** always begins a quote, except when a piece of a quote is used within a longer sentence.

A White House spokeswoman, Dana Perino, later said that Ms. Miers had simply acknowledged that “abortion and Roe-related issues are ones that are live before the court.” (NYT)

Double quotation marks are used for direct quotes, **single quotation marks** are used for quotes within quotes.

“People always say, ‘How can you be doing so good when we’re at war?’” said Sgt. First Class Jaime Gaitan, 40, a senior Army recruiter on San Antonio’s east side... (NYT)

QUOTES, PARAPHRASED

Capturing the spirit of a source’s comments are more important than the actual words in a paraphrase.

The senator, Sam Brownback, Republican of Kansas, told reporters that in an hourlong meeting with him, Ms. Miers had steered clear of

discussing Roe v. Wade, the 1973 Supreme Court decision that found a constitutional right to abortion, and had done little to assure him that she would be open to revisiting or overturning that case. (NYT)

Attribute all paraphrases by using the clause ‘according to,’ separated from the paraphrase by commas, either before or after the paraphrase, or by otherwise attributing the comments.

The measures were announced by Mayor Michael R. Bloomberg, along with Police Commissioner Raymond W. Kelly and the head of the New York F.B.I. office, Mark J. Mershon, after an American military operation with the C.I.A. and the F.B.I. in Iraq yesterday and Wednesday, according to law enforcement officials. The operation, the officials said, was aimed at disrupting the threat. (NYT)

NON-QUOTE REFERENCES

When referring to a source that was identified so much earlier in a story that the reader may have forgotten who it is, or in stories with many foreign names, some kind of identification during the later reference, in the form of a descriptive clause, is helpful. *Mr. Chai, the Minqin environmentalist, grew up north of the city in a village now struggling to survive. (New York Times)*

[This appeared in the 27th graph of a story about desertification in China; the previous reference to Mr. Chai was 17 graphs earlier.]

Staffers File Stories According to Guidelines

by Lois Lane
Log staff

[Editor: Rhyne always uses his middle initial.]

Log reporters should follow this form when filing their stories.

The entire filing should be Times or Times New Roman font, 12 pt. type, flush left, double-spaced. Headers and bylines may be single-spaced. The margins should be one inch all the way around.

Each story must have a *header*. The header includes the reporter's name, the date of filing, the story's slug and a word count. The *slug* includes the section of the paper the story goes into, a shortened name for the story, the volume and issue numbers and the file type. MS Word has a word count feature; highlight just the body text of the story and count the words. If you are counting words manually, count only the words in the body text of the story and do not count single letter words.

Editors will remove the header prior to sending the edited story to production.

All stories should include a short *suggested headline*, written by the reporter. Section editors should feel free to change these headlines as they see fit. Production will place the filed headlines into the newspaper as best they can; the editor in chief has final say on all headlines.

Stories should be filed with a *byline* and a *job title*.

If there are any *special attributes* of the copy of the story, such as unique or unusual spellings of names, they should be put below the byline, in brackets, as displayed above.

When formatting the *body text* of the story, *do not* use the tab key to indent the first line of paragraphs; instead, format the paragraphs so they are automatically indented .5" by MS Word. *Do not* use hyphenation. Use one space after periods, not two.

Always conform to AP style, except when specific elements of the text are covered in this style manual.

The reporter or editor can *italicize* words in the story if it is appropriate; do not use bold, underline or any other formatting in the text of the story.

Always file your story as an e-mail attachment, never in the body of an e-mail. The preferred format for saving stories is MS Word; if you do not use Word, save and file your stories using either Rich Text (.rtf) or SimpleText (.txt) format.

The last line of the story, after the kicker, should read thusly:

Lois Lane's e-mail is news@ssclog.com

Reporters may also choose to put centered hash marks or the number 30 at the very end of a filed story to indicate there is nothing else that follows, like so:

#

The Salem State Log organizational chart

